

1 of 4

Last Received: 11/01/2012 3:46 PM
Showing Buylines: All Lines

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

JOE HECK FOR CONGRESS - NEVADA #3 *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
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	1	W	500A-600A		:30	\$790.00	10/31-10/31	1	1	1	\$790.00		
			Buyline Comment: NEWS										
	2	W	600A-700A		:30	\$965.00	10/31-10/31	1	1	1	\$965.00		
			Buyline Comment: NEWS										
	3	W	700A-900A		:30	\$700.00	10/31-10/31	1	1	1	\$700.00		
			Buyline Comment: EARLY SHOW										
	4	W	1000A-1100A		:30	\$1,575.00	10/31-10/31	1	1	1	\$1,575.00		
			Buyline Comment: PRICE										
	5	W	1200P-1230P		:30	\$275.00	10/31-10/31	1	1	1	\$275.00		
			Buyline Comment: NEWS										
	6	W	430P-500P		:30	\$1,575.00	10/31-10/31	1	1	1	\$1,575.00		
			Buyline Comment: NEWS										
	7	W	500P-630P		:30	\$1,750.00	10/31-10/31	1	1	1	\$1,750.00		
			Buyline Comment: NEWS										
	8	W	700P-730P		:30	\$1,225.00	10/31-10/31	1	1	1	\$1,225.00		
			Buyline Comment: ET										

Rep Order# 8891134 **Ver#** 1 **Mod#** 0 **Status** Confirmed
EC'd No

Traffic Order# 35816

Printed: 11/07/2012 1:24 PM

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Showing Buylines: All Lines

Station	KLAS-TV LAS VEGAS
Advertiser	() HECK, JOE
Product	HECK/CONGRESS/REP
Estimate#	3178
Buyer	WHITNEYEVERSOLE
Phone#	
Fax#	

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //3178
Flight Dates 10/25/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	9	W	730P-800P		:30	\$1,225.00	10/31-10/31	1	1	1	\$1,225.00	
			Buyline Comment: INSIDER									
	10	W	1100P-1135P		:30	\$2,100.00	10/31-10/31	1	1	1	\$2,100.00	
			Buyline Comment: NEWS									
	11	W	1135P-1237A		:30	\$965.00	10/31-10/31	1	1	1	\$965.00	
			Buyline Comment: LETTERMAN									
	12	TH-F,M	700P-800P		:60	\$2,450.00	11/01-11/05	1	1	1	\$2,450.00	
			Buyline Comment: ET/INSIDER									
	13	TH-F,M	1100P-1135P		:60	\$1,200.00	11/01-11/05	2	1	2	\$2,400.00	
			Buyline Comment: NEWS									
	14	TH-F,M	430P-500P		:60	\$3,150.00	11/01-11/05	2	1	2	\$6,300.00	
			Buyline Comment: NEWS									
	15	TH-F,M	500P-630P		:60	\$1,000.00	11/01-11/05	2	1	2	\$2,000.00	
			Buyline Comment: NEWS									
	16	TH-F,M	500A-600A		:60	\$450.00	11/01-11/05	2	1	2	\$900.00	
			Buyline Comment: NEWS									
	17	TH-F,M	600A-700A		:60	\$550.00	11/01-11/05	2	1	2	\$1,100.00	
			Buyline Comment: NEWS									
	18	TH-F,M	1200P-1230P		:60	\$2,280.00	11/01-11/05	2	1	2	\$4,560.00	
			Buyline Comment: NEWS									

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Estimate# 3178
Buyer WHITNEYEVERSOLE
Phone#
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	19	TH-F,M	700A-900A		:60	\$400.00	11/01-11/05	2	1	2	\$800.00	
				Buyline Comment: EARLY SHOW								
	20	TH-F,M	137A-237A		:60	\$60.00	11/01-11/05	1	1	1	\$60.00	
				Buyline Comment: E PLAY								
	21	TH-F,M	1135P-1237A		:60	\$550.00	11/01-11/05	1	1	1	\$550.00	
				Buyline Comment: LETTERMAN								
	22	SA	500P-700P		:60	\$450.00	11/03-11/03	1	1	1	\$450.00	
				Buyline Comment: NEWS								
	23	SA	1135P-1235A		:60	\$190.00	11/03-11/03	1	1	1	\$190.00	
				Buyline Comment: P PRACTICE								
	24	SA	1135P-1235A		:60	\$120.00	11/03-11/03	1	1	1	\$120.00	
				Buyline Comment: P PRACTICE								
	25	SA	1235A-135A		:60	\$100.00	11/03-11/03	1	1	1	\$100.00	
				Buyline Comment: DA VINCI								
	26	SU	600A-630A		:60	\$300.00	11/04-11/04	1	1	1	\$300.00	
				Buyline Comment: NEWS								
	27	SU	1000A-415P		:60	\$4,400.00	11/04-11/04	1	1	1	\$4,400.00	
				Buyline Comment: NFL								
	28	SU	1100P-1135P		:60	\$800.00	11/04-11/04	1	1	1	\$800.00	
				Buyline Comment: NEWS								

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—REPORT TOTALS—

Report Totals: 35 / \$40,625.00

—SALES MONTHLY TOTALS—

Nov 12: 35 / \$40,625.00

Sales Totals: 35 / \$40,625.00

Station Totals: 35 / \$40,625.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$135,417	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11
Demos RA35+